
Site Address:	Asda Stores, Hambledon Road, Waterloooville, PO7 7XR		
Proposal:	Display of 1No. illuminated Totem sign and 20No. non-illuminated signs consisting of canopy fascia panels, post mounted signs and directional signs.		
Application No:	APP/13/00866	Expiry Date:	29/10/2013
Applicant:	Mr Jones	Team:	Team 2
	ASDA Stores Ltd		
Agent:	Mr Saulle	Case Officer:	Jenna Shore
	C & A Design Ltd		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The application site consists of a large detached retail unit (ASDA). The unit has a mansard roof and is constructed primarily from brown multibrick. The level decreases at the site from east to west. Along the eastern side of the building is the primary access point for pedestrians entering the store from the town centre. To the west is an area for deliveries. There is a small car parking area to the south of the site, with the main parking area to the north. The latter is accessed from Maurepas Way to the west. There are two exit points from the northern car park one onto the northern section of Maurepas Way and the second onto the western section of Maurepas Way. The northern car park benefits from substantial tree screening along the site boundaries and is the location for the proposed development.
- 1.2 Waterloooville Community Centre is located within the northern car parking area of the site adjacent to the ASDA building.

2 Planning History

Extensive planning history. The most recent being:

APP/12/00595

Installation of 6No. banner signs, comprising 2No. single sided and 4No. double sided signs, within the car parking areas.
Permitted. 07/08/2012

APP/13/00398

Erection of a new four pump petrol filling station on area of existing car park.
Permitted. 06/08/2013

APP/13/00780

Single storey canopy within the ASDA customer car park for use by customers using the grocery collection service.
Permitted. 25/09/2013

APP/13/00781

Display of 4No. illuminated and 2No. non-illuminated fascia signs around canopy; 3No. illuminated post mounted directional signs and amendment to existing totem sign.
Permitted. 25/09/2013

3 Proposal

- 3.1 The application seeks to erect:
1 x Illuminated totem sign
20 x non illuminated signs consisting of 2 green and white facia panels post mounted signs and directional signs.

4 Policy Considerations

National Policies

National Planning Policy Framework

5 Statutory and Non Statutory Consultations

Property Services Manager

Awaiting comments

Winchester City Council

Awaiting comments

Development Engineer

I have no adverse comment to this application providing a standard illumination condition is to be applied

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 56

Number of site notices: 0

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

- 7.1 Having regard to the relevant policies of paragraph 67 of the National Planning Policy Framework it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Residential amenity
- (iii) Highway safety

- (i) Visual amenity

- 7.2 The post mounted sign and directional signs are at a reasonable height and size and

provide a functional use to drivers within the car park area of ASDA. The design is similar to signs used on adopted highways with only a green surround identifying the signs as under ASDA ownership. The fully functional signs of a non illuminated nature are thought to be in keeping with the area without adding excess bulk or over use of colour which could appear cluttered or could act as a distraction for drivers.

7.3 The proposed fascia signs are indicated to be primarily green and white with the ASDA logo. The palette of colour is in keeping with other ASDA signs in the immediate area and is unlikely to appear particularly intrusive. The signs are also of a non illuminated design helping to reduce the overall perception of clutter on the site especially in the evening hours.

7.4 The proposed totem sign is shown to be primarily green and white and will be used to promote petrol prices at the nearby forecourt. The sign again provides a functional use and is a form of development to be expected in such a location adjacent to a petrol station. The design, siting and use of colour is therefore unlikely to appear visually intrusive.

(ii) Residential amenity

7.5 The nearest residential development is in excess of 75m from the proposed signage. This distance, coupled with the screening afforded to this part of the site and low level of luminance proposed for some of the signs would suitably protect residential amenity.

(ii) Highway safety

7.6 The Council's Highway Officer has not highlighted a cause for concern relating to the use of the signs. A standard condition relating to illumination can be added to safeguard highway safety.

8 Conclusion

8.1 The proposed siting, design, use of colour and level of illumination is unlikely to appear visually intrusive nor is it likely to result in an adverse impact to residential dwellings in this location.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00866 subject to the following conditions

- 1 The development hereby permitted shall be begun before the expiration of 3 years from the date on which this planning permission was granted.
Reason: To comply with Section 51 of the Planning and Compulsory Purchase Act 2004.

- 2 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 3 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 4 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 5 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 6 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 7 No part of the totem sign shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 8 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 9 The intensity of illumination of the totem sign shall not exceed 800 candelas per m2.
Reason: In the interests of the [amenities of the area / highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 10 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site location plan received by the Council 3rd September 2013
Existing block plan drawing number A1313/WL(PA)02 rev A received by the Council 3rd September 2013
Proposed signage layout drawing number A1313/WL(PA)10 rev A received by the Council 3rd September 2013
Proposed elevations post sign 01 directional 'Petrol' received by the Council 3rd September 2013
Proposed elevations post sign 02 directional 'Petrol' received by the Council

3rd September 2013

Proposed elevations disc sign 01 'One Way/No Entry' received by the Council

3rd September 2013

Proposed elevations disc sign 02 'Right Turn/No Entry' received by the Council

3rd September 2013

Proposed elevations disc sign 03 'Left/Right Turn Only' received by the

Council 3rd September 2013

Proposed elevations disc sign 04 'No Right Turn/No Entry' received by the

Council 3rd September 2013

Proposed canopy elevations received by the Council 3rd September 2013

Proposed totem sign received by the Council 3rd September 2013

Photographs x6 received by the Council 3rd September 2013

Reason: - To ensure provision of a satisfactory development.